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**IGNITE YOUR CREATIVITY AT BERKELEY SPARK  
Downtown Berkeley, Saturday August 10, 2013**

(Berkeley, CA) -- Inspired by that annual pilgrimage to the Nevada desert, Berkeley Spark is a day-long festival of art, music, performance, dance, and workshops led by local burners and artful East Bay visionaries. Come enjoy the weaving together of Playa culture and the diverse strands of our local community, where the spirit of collaboration and creativity is embraced.

Be inspired by kinetic sculptures and art cars before they head out to the Nevada desert, while enjoying the levity of colorful public performances. Dance to DJs on mutant vehicles, make art, and participate in interactive workshops. Spark your Playa preparations (or fantasies) with burn-friendly clothing vendors and jewelry designers, light specialists, and bike decorating ideas. Berkeley Spark is a place for radical self-expression, inclusivity, transformation and mutual respect. This free event is sponsored by the Downtown Berkeley Association in partnership with City of Berkeley Office of Economic Development, Berkeley Partners for Parks, Berkeleyside, Livable Berkeley, Ecology Center, Streets Alive, and many more to come!

The festival is being held at Berkeley Civic Center Park from 11am – 8pm on Saturday, August 10th next to the downtown Farmer's Market, with follow-on events throughout Downtown Berkeley. The cross streets are MLK Jr. Way between Center and Allston, just two blocks from downtown Berkeley BART so take public transportation, skateboard or ride your bike to this free event. When the Farmers Market closes at 3pm, Berkeley Spark will convert Center Street into an ecstatic electro dance party. After the festival, continue the celebration at a number of after-party venues throughout Downtown Berkeley.

Calling all creative types - join Berkeley Spark now! We are looking for Bay Area artists and performers of all types to volunteer: sculptors, dancers, performance artists, sideshows, burlesque performers, musicians, DJs, clothing and jewelry designers. We also need volunteers to help on the day of the event. If you would like to participate or help out email us [berkeleyspark@gmail.com](mailto:berkeleyspark@gmail.com). To learn more, visit our website at [berkeleyspark.org](http://berkeleyspark.org).